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**WHAT
AND
WHEN
TO
PLANT**

**ROSES
of
SPRING
1939**

**HOWARD & SMITH
MONTEBELLO
CALIFORNIA**



WILL ROGERS ROSE

Intensely fragrant—growth strong and vigorous—marvellously free in blooming, with one of the longest periods of bloom of any rose. An ideal cut flower, for if it is cut in early morning and placed in water it will keep for from five to six days.

Price \$1.00 each postpaid anywhere in the United States. No reduction in quantities.

FEB 15 1939
U. S. Department of Agriculture



For the Home and Garden

Choice Howard & Smith Roses—1939

At no time since the inception of our firm—a period covering a span of nearly 40 years—have we had the pleasure to present for your consideration such a galaxy of sensational new H & S hybrid seedling Roses as those to which we now direct your attention. In addition to these, we include a list of the best standard varieties, both in bush and tree types.

The Doctor—our new Gold Medal Rose

This magnificent Howard & Smith rose is internationally recognized as one of the outstanding new roses.

First Class Certificate (the highest Award) in 1937 in the elimination trials of the British National Rose Society, Hayward's Heath, England. On Sept. 9, 1938, it received the Gold Medal, at the National Rose Society show in London.

We regard this rose as one of our greatest achievements in rose breeding, and feel we have given rose lovers throughout the world, a variety which will be greatly sought after when better known. The buds are long and pointed, expand to a simply enormous bloom in their fully developed state. The color is an exquisite silvery pink, uniform in color both in bud and open flower with a fragrance so intense that it can be detected many yards away.

Our stock of this year is very limited and orders will be filled in rotation as received.

Price \$1.00 each

Major Shelley

Howard & Smith 1939. (Patent Rights Reserved)

The highest award given by the National Rose Society of Great Britain in the Trial Grounds is a First Class Certificate, an honor which this variety received together with "The Doctor" in 1937. The entries were numerous; the coveted awards, very few. This speaks volumes for the opinion of others as to the merits of these two introductions. Particularly so when we were requested to name this rose in honor of the Past President of the National Rose Society.

This rose was color plated and described in the 1937 British Rose Annual, as follows:

"A very fine variety. Color, deep scarlet. The blooms are well formed, with a high pointed centre, and very freely produced on long stems. The habit of growth is vigorous and upright, the foliage light green, wood green. Delightfully fragrant, and very floriferous. The plants in the Trial Ground have been quite free of disease, and made remarkable growth. Does not mind rain. Awarded a First Class Trial Ground Certificate."

Price \$1.50 each

Burgundy

Howard & Smith 1939. (Patent Rights Reserved)

Although there is legion of red roses in commerce ranging from lightest red to blackish crimson with innumerable intervening shades, there is none to our knowledge quite the same shade of red as this splendid new sort.

As nearly as we can describe the color,—lustrous burgundy-wine red fits closely. The bud is of medium length, the flower fully double with broad evenly arranged petals, displaying to great advantage its lovely color. In our field trials, it was outstanding in vigor of growth, freedom of bloom and remarkable in its color effect. Densely foliaged.

This rose improves with age. In the second year after planting, the stock will double in size and vigor, with consequent added production of blooms. It is free to a degree.

Price \$1.00 each

Poinsettia

Howard & Smith 1939. (Patent Rights Reserved)

We have no hesitancy in stating that this rose is the most brilliant red rose ever produced. "Crimson Glory" is admittedly a magnificent piece of color, but the color is dull by comparison. The name of this rose is a descriptive one, and was suggested by Dr. J. Horace McFarland of the American Rose Society. It is close to a Poinsettia scarlet.

The buds are ideal in form, long and pointed; fairly full petalage, a good grower, and fine as a cut flower. This rose was awarded a Certificate of Merit by American Rose Society, 1938. Letter from the Secretary:

"The Trustees of the American Rose Society at their recent meeting awarded a Certificate of Merit to your rose 'Poinsettia.' This appears to me to be a real rose which, because of its good growth and brilliant color, is going to go places."

Price \$1.00 each



Major Shelley

Famous Howard & Smith Roses

The following Roses are all exclusive Howard & Smith originations. They are our contribution to the Rose world. They are Roses which will grace any garden. Many of our older introductions have become world-famous; we are certain the newer ones will help to sustain the enviable reputation we have gained as Rose Hybridists.

Mrs. Georgia Chobe (H & S 1937)

A Rose of glorious size and absolutely perfect form. Imagine a superb Dame Edith Helen in a lovely shade of soft, light pink, with a vigor of growth and bloom production 40 per cent better than the latter, and you have it.

This is a Rose for every garden.

\$1.00 each

Sungold (H & S 1937)

One of the most valuable qualifications in a Rose is value for cut-flower purposes. In this superb new yellow this factor is manifest in superlative degree. The stems are slender but rigid. The bud is ideal in form, long and pointed; the open flower of splendid form with a rich, spicy perfume.

The color, a heart of rich chrome-yellow, shading cream at outer edges of the petal.

\$1.00 each

***Contrast** (H & S 1937)

(Patent rights reserved)

A superb bicolor Rose, exquisite in bud or expanded; in color unlike any Rose grown. Upper surface of petals fine vermilion scarlet, reverse or under side bronze with old gold shadings at the base.

A truly sensational color, with buds and bloom of ideal form produced in endless quantity on strong, vigorous plants. A glorious Rose for cutting purposes. Just try it.

\$1.00 each

***Crown of Jewels** (H & S 1935)

(Plant patent No. 149)

We have no hesitancy in stating that this is the finest bedding Rose in existence. It should be planted in beds or borders by itself for best effect, and will produce a mass of glorious color for fully ten months of the year.

Plants almost thornless, uniformly some three feet high. Blossoms as perfect and of the same size as a camellia. Color a lovely shade of deep coral Rose. Of exquisite effect as a cut flower, its brilliancy under artificial light cannot be excelled.

We recommend this Rose for bedding or row planting along drives, etc., where a constant display of color is required. It's as free in bloom as a Geranium.

\$1.00 each

Mrs. Lovell Swisher (H & S 1924)

Long pointed buds, fully double flowers, sweetly scented, very prolific bloomer.

The color, deep coppery salmon at base, merging to salmon-pink at edge of petals.

50c each

***President Boone** (H & S 1936)

(Patent No. 314)

In our hybridizing effects to obtain a race of red Roses which do not blue, this glorious variety is a distinct step forward. It is a Rose of tremendous vigor, equal to Radiance in this respect. It bears lavish quantities of flowers of phenomenal size and substance. In color pure, rich crimson scarlet, very double, delightfully fragrant, perfect in any stage of development. Might aptly be referred to as Crimson Radiance.

\$1.00 each

***Carrie Jacobs Bond** (H & S 1936)

(Plant Patent No. 158)

One of our leading novelties for the 1934 season and one which, if we may judge by the voluntary testimonials received from all parts of the U.S.A., is destined to find its way into Rose gardens everywhere. The characteristics of this are as follows: Growth very vigorous, absolutely upright; splendid foliage, long pointed buds, a full double flower of exquisite petal arrangement, both bud and bloom a lovely shade of coral-rose.

\$1.00 each

***Springtime** (H & S 1936)

(Patent No. 268)

Among the large number of Polyantha or Baby Roses in cultivation we venture to say that for sheer beauty there are but few to equal the aesthetic loveliness of this truly beautiful Rose. Flowers are about two inches in diameter, borne in dense heads just over-topping a mound of healthy bright green foliage. The color is a sparkling light rose-pink of pure and even tone. A mass of color from spring to the advent of winter frosts. We regard this rose as one of our greatest achievements in rose breeding.

\$1.00 each

Pink Dawn (H & S 1935)

An outstanding novelty in an entrancing shade of salmon-rose, with a commingling of bronze and gold at the base of the petals. This Rose has been well received. Reports from the East, from England and Germany and Australia lead us to believe it is another H & S Rose that will prove a worthy addition to any garden.

\$1.00 each

Mrs. E. P. Thom (H & S 1924)

Rich buttery yellow which does not fade, bloom with good lasting quality.

In the Eastern states it is conceded to be the best garden yellow to date.

50c each

Two Superb Climbers

***Mrs. Paul J. Howard** (H & S 1937)

(Patent rights reserved)

We have no hesitancy in stating that we consider this the peer of any red climbing Rose in cultivation. Its points are these: A very vigorous grower, a bud of perfect formation—long and pointed—a giant full double flower, fine rich crimson in color, with a delicious fragrance.

Our confidence in this novelty is such that after it blooms, if you do not like it, return the plant to us and we will replace it with any other climber in our collection free of cost to you.

\$1.50 each

***Indian Summer** (H & S 1937)

(Patent rights reserved)

The most sensational Climbing Rose of the decade.

Its color is unlike any other climber in existence. The name is suggestive—wonderful shades of copper, old rose, strawberry pink, burnished old gold, etc., are manifest in this rose in the progressive developing stages of the blooms. Buds of exquisite formation. Open flowers crinkled and ruffled. Foliage like leather, absolutely mildew-proof. In addition, a continuous bloomer and a rank grower. A Climbing Rose for the million.

\$1.50 each

Fluffy Ruffles (H & S 1935)

Belongs to the same class of hybrids as Crown of Jewels. A cross between a Polyantha type and one of the hybrid-Teas. This Rose is outstanding for border planting in the Rose garden. Produces a mass of lovely soft, silvery pink semi-double blossoms, displayed in compact trusses. Try this Rose as a border plant to your beds of tall hybrid-Teas and note the effect.

75c each

Mrs. Mabel V. Socha (H&S 1935)

A beautiful yellow rose of a rich lemon-yellow shade. Long pointed buds expanding to a large peony shaped bloom. Deliciously fragrant. Foliage brilliant, glossy green.

\$1.00 each

Los Angeles (H & S 1916)

Too well-known to need any description. Color, flame-pink toned with luminous coral and gold.

50c each

10% discount on any order of 10 roses (your selection). *Patented Rose.

20% discount on any order of 50 roses or more (your selection).



President Boone

(Patent No. 314)

Choice Varieties

Autumn

A beautiful and intense shade of deep burnt-orange, overlaid in the exterior portion of the petals with ruddy scarlet and crimson. There are few Roses with better foliage. Fragrance, fair. **50c each**

Caledonia

This is a splendidly formed pure white. Large, long, pointed, conical buds with the edges of the outer petals gracefully rolled back, and flowers of admirable size, full double, high-centered and carried singly on long, strong stems. **50c each**

Condesa De Sastago

Might be regarded as an improved Talisman, with about the same color values, only in greatly accentuated color tones. Upper portion of petals intense vermilion-scarlet, reverse side rich golden-yellow. A Rose of startling color effect. A good grower, a free bloomer, and deliciously fragrant. **75c each**

*Crimson Glory (Plant patent 105)

Deep crimson. A beautifully modeled rose. It is a vigorous grower, producing an abundance of superb blooms. They are immense in the fall. Its large buds are of typical urn-shape. They open into full, well-formed, delightfully fragrant blooms of a deep vivid crimson, shaded ox-blood finished with a velvety sheen. **\$1.00 each**

Cynthia

The attractive buds develop into splendid full flowers of a rich Oriental rose color. Its free flowering habit and attractive color make it very desirable. **75c each**

Dainty Bess

A daintily-colored, well-formed single flower of medium size composed of delicately crinkled and wavy petals, a pleasing shade of shell-pink, with a conspicuous bunch of crimson stamens. Strong and vigorous in growth and a prolific bloomer, producing the blossoms on strong branching stems. **75c each**

Dame Edith Helen

Pure, glowing rose-pink, soft yet brilliant, with no other shade. A magnificent variety that stands out alone in almost any company. Buds are perfect and flowers represent one of the highest standards thus far attained in exhibition blooms, being of impressive size, quite full, and produced singly on well-foliaged, strong canes. Strongly sweet-scented. **50c each**

Etoile De Hollande

The most popular red garden Rose. A brilliant crimson-red, a strong vigorous grower and a free and continuous bloomer; flower large, moderately double. **75c each**

Edouard Schill (Kordes, 1931)

Large ovoid buds and very large, full double flowers. The color as the buds first unfold is rich coral scarlet overlying a deep old gold ground. As they develop they pass to pretty coral rose with satiny golden suffusion. An effective desirable Rose. **75c each**

Gipsy Lass

A splendid novelty among the crimson Roses with exquisitely shaped, rich scarlet-crimson flowers with maroon shading. A strong, vigorous grower. Splendid for cutting. **75c each**

*Glowing Sunset (Plant patent 104)

Yellow and pink, the color is an indescribable combination of orange-yellow and rose-pink. Long pointed blooms open to full, double flowers with the inner petals lengthened and twisted in the bizarre manner of a choice Cactus dahlia. **\$1.00 each**

Golden Dawn

An ideal yellow garden Rose. The ovoid, lemon yellow bud is heavily splashed with crimson before opening and develops into a well-formed, sweetly-scented, large, double, sunflower yellow flower that reminds one of the old favorite Marechal Niel. Strong, free flowering. **50c each**

Golden Rapture

A splendid new yellow rose of upright growth. Pure yellow buds. Beautiful large double flowers which last without fading. For cutting and bedding variety. **75c each**

Hadley

Dazzling crimson-scarlet with shadings velvety-crimson. Large, full flowers of rich fragrance borne on long stems. Vigorous habit, dark foliage, and a liberal bloomer. **50c each**

Heinrich Wendland

The color ensemble to be noted in this lovely new rose is most unusual . . . a rich unfading nasturium red with the reverse of the petals rich buttery-yellow . . . vigorous in growth . . . intensely fragrant . . . beautifully foliated. **50c each**

E. G. Hill

A standard red Rose of undoubted great value which has gained immense popularity. Flowers are a dazzling scarlet turning to a deeper pure red as they develop. A distinct orange glow at the base of the petals adds to their beauty. The buds are long and finely formed and the blossoms full double, high-centered, of good size and fragrant. **50c each**

Hinrich Gaede

Multicolored. Long-pointed, shapely bud of nasturtium red color. Kaleidoscopic colors—rich luminous vermilion, shaded golden yellow. Fruity fragrance. **75c each**

Hoosier Beauty

Glowing crimson with darker shadings—a deep, velvety tone of red suggestive of the old variety Black Prince. Large, full flowers, superbly formed and carried on extra-long stems. One of its outstanding qualities is a rich fragrance so powerful that few other Roses exceed it. Hoosier Beauty ranks with the best reds. **50c each**

Improved Lafayette

This is the most profuse flowering Rose we know. It is of strong habit producing continuously from early spring until frost a great mass of medium-sized flowers. The color is a deep glowing red freely suffused with vivid crimson. The strong, upright bushes covered with masses of flower trusses make it ideal for massing and garden effect. **75c each**

Irish Elegance

A lovely shade of orange apricot, single blossoms with a highly contrasting bunch of stamens at the middle. Valuable for cutting. **75c each**

Isobel

A lovely single-flowered variety. Flowers are carmine flushed with orange-scarlet gradually passing to pink, about 4½ inches across, fragrant, freely produced. **75c each**

Joanna Hill

A splendid clear yellow with golden heart. The very large, long-pointed bud opening to a large, full, semi-double, attractive, long-lasting, moderately fragrant flower. A vigorous bloomer. **75c each**

J. Otto Thilow

A rich glowing rose-pink of exceptional merit with long pointed buds. As the flowers expand the petals reflex forming a beautiful large double high-centered flower. **50c each**

Kaiserin Augusta Victoria

One of the old favorites. A pure white rose with long pointed buds. Medium sized, double, fragrant blossoms. Still of the best of this shade. **50c each**

Lady Forteviot

One of the most artistic of bi-colored Roses. Flowers more or less semi-double. Color bright yellow flushed with cardinal red. Fine foliage. Exceedingly vigorous growth. A hardy, continuous bloomer. **75c each**

Choice Varieties---Continued

Lady Margaret Stewart

Opening buds deep sunflower yellow, heavily veined and splashed with shades of orange-scarlet. The shades of orange to be noticed in this particular variety are of intense effect. Bud long and pointed. Flowers full double of pleasing decorative form and deliciously sweet scented.

50c each

Louise C. Breslau

Although a rose introduced several years ago this variety still holds its own as one of the best of all copper-pink colored roses in cultivation, buds medium length open flowers full and of giant size. Foliage glossy green mildew proof.

75c each

Lucie Marie

Long pointed buds, deep yellow in color, with splashings of red. Fully opened flowers slightly tinged with pink. One of the most remarkable growers in our entire collection and equally as free in production of bloom as it is vigorous.

50c each

Lulu

A lovely semi-double Rose in an entrancing shade of pure, golden apricot. Buds of model form, unequaled for cutting. A gem for cut-flower purposes.

75c each

Mme. Joseph Perraud

Winner of the Bagatelle Gold Medal at Paris 1934, and well worthy of the distinction given. Color intense deep orange. Bud long and pointed opening to full perfectly formed blooms.

\$1.00 each

Mme. Jules Bouche

A splendid white rose faintly tinted with blush pink. Probably one of the freest blooming of all white roses. Very vigorous and fine for cutting.

50c each

Mme. Jules Guerin

A beautiful rose with truly enormous blooms of pale yellow, perfect during every stage of its development. A first class exhibition rose of rare beauty.

75c each

Margaret McGredy

Stands out as a startling solitaire in a setting of good Roses by virtue of magnificent coloring, large size, beautiful form and superior qualities generally. The flowers, extremely double, high-centered and lasting over a long period, are a glorious shade of orange-scarlet that does not fade even to the last petal.

50c each

Maurice

We regard this lovely rose as an improvement on Mrs. Sam McGredy. Bud, open bloom, and fully developed flower are almost identical but the color is a much deeper shade of copper-orange and the red shadings on the exterior of the petals more vivid.

\$1.00 each

Mrs. G. A. Van Rossem

A riot of color in shades of vivid orange, apricot and golden-yellow, with occasional touches of bronze on the reverse side of the petals.

50c each

Mrs. Sam McGredy

A lovely combination of colors are apparent in this universal favorite—a mingling of coppery orange and scarlet, flushed with Lincoln red on the reverse side of petals. Splendid grower, rich in perfume a free producer. A good one.

75c each

Ophelia

Always admired for its long, pointed, shapely buds and its fair sized double, lasting, fragrant flowers. Salmon flesh shaded light yellow at the base of the center petals.

50c each

President Herbert Hoover

A dazzling color symposium—cerise-pink, flame, carlet and yellow. Magnificent long-pointed buds open to large flowers of fine form with broad, thick, heavy petals and exquisite fragrance, borne singly on splendid long stems — gorgeous cut subjects. Clothed in leathery, disease-resistant foliage.

50c each

Radiance

Deep, rich rose-pink. Buds long and pointed and flowers of enormous size and rich fragrance produced in great quantities on perfect stems. Blooms under adverse weather conditions, the blossoms last well on or off the bush, and are prime favorites for cutting.

50c each

Red Radiance

A grand bedding Rose. The color is a bright, delightful cerise-red, glowing in daylight and a fine shade for night decoration under artificial illumination. Has the sweet perfume and all other good traits of its pink parent, Radiance, from which it differs only in color.

50c each

Sir Henry Segrave

A big double lemon-yellow with splendid long pointed buds. We regard this as one of the outstanding yellows in the light colored section. You cannot go wrong in selecting this variety; we have given it thorough trial.

75c each



Crimson Glory

*Sterling (Plant patent No. 21)

We have tested this new variety out in field culture during the past two years, and find that it is a very free blooming rose pink variety particularly good for cutting. Exceedingly fragrant, with long stemmed blooms beautiful either in bud or when fully developed.

\$1.25 each

Sylvia Groen (Novelty of 1938)

A grand sport from the well known President Hoover, originating at the nurseries of Mr. C. Groen of Montebello and named by him in honor of his daughter. We have observed this rose both under glass and in field trials at our nurseries during the past two years and unhesitatingly recommend it as one of the finest sport novelties of recent years. Identical with President Hoover save color, which is pure salmon rose.

\$1.50 each

Talisman

Shadings of gold, apricot, yellow, coral-pink, old-rose and orange, a combination that produces an effect seen in no other Rose. Buds are long and perfectly-formed and the blossoms full, double, high-centered and shapely, with fairly-large and heavy petals. Growth of the plant is strong and vigorous, with abundant glossy-green foliage.

50c each

Ville De Paris

A distinct rich buttercup yellow without a trace of any other color. It retains its richness under all weather conditions. An ideal Rose for cutting purposes, with long pointed buds, good stems; an upright tall grower and a profuse bloomer.

75c each

10% discount on any order of 10 roses (your selection).

20% discount on any order of 50 roses or more (your selection).

*Patented Rose.

Climbing Roses

Belle of Portugal

A Rose of regal beauty in a true pastel shade—soft salmon-pink of exquisite daintiness. The flowers are very large, borne singly on long stems, and in the spring, its principal blooming period, the plants are literally covered with blooms. **75c each**

Billy Boiler

A grand Australian novelty Rose of dazzling red that makes a striking display and is sure to hold first rank among the climbers. It makes strong upright shoots of good length that are always literally crowded with buds and semi-double open flowers of dashing color. **75c each**

Black Boy

Large semi-double flower of deep, velvety-crimson, shaded blackish-maroon, and over-laying fiery scarlet—an exceedingly-dark Rose of superlative beauty. Blooms are borne on long, stiff stems and sweetly scented. **75c each**

Bonfire

A rich cherry-crimson with a touch of scarlet that suggests a blazing vine at first glance. A climber of unusual vigor with bright foliage that enhances the charm of its dazzling double flowers, which are produced in clusters of 20 to 25. **75c each**

Climbing Cecile Brunner

Climbing form of the exceedingly popular Polyantha Rose of the same name, bearing lovely buds and immense clusters of dainty double flowers of perfect shape and delicious perfume. Often termed the Sweetheart Rose. **75c each**

Cl. Dame Edith Helen

Same rich pink blooms as bush rose. **50c each**

Cl. Edith Nellie Perkins

Cerise pink and gold. Climbing form of bush rose. **75c each**

Cl. Etoile de Hollande

A climbing form of this most popular rose with beautiful, well formed, red blooms. **75c each**

Climbing Hoosier Beauty

Glowing crimson with darker shadings. A climbing form of the bush. **50c each**

Climbing Lafayette

Glowing red. A climbing form of the bush rose. **50c each**

Climbing Los Angeles

Beautiful sweet-scented flowers of a luminous flame pink with golden coral suffusion. **50c each**

Cl. Louise Catherine Breslau

Copper pink. Climbing sport of bush rose. **\$1.00 each**

Cl. Mrs. E. P. Thom

The climbing form of this fine butter yellow Howard & Smith rose. **75c each**

Climbing Red Radiance

A climbing form of the bush rose. **75c each**

Climbing Talisman

Gold, apricot, yellow. In every respect similar to the bush form from which it is a sport, excepting that the flowers are larger. **75c each**

Dainty Bess

A replica of the bush form. Shell pink with a conspicuous bunch of crimson stamens. A first-class climber. **75c each**

Duchess of Athol

Dark ruddy copper. A sport from the bush rose of the same name but with the distinct advantage that it is a strong grower and a very free bloomer. **75c each**

Ednah Thomas

Large, brilliant, double cutting Rose. Salmon-Rose bloom of fine form with considerable orange in its color. Perfumed. Good stems. Strong, climbing growth and a continuous bloomer, with fair foliage well held in long season. **75c each**

J. Otto Thilow

Might best be described as an Improved Rose Marie climber. Flowers almost identical, but larger, and of even more perfect form. Bright rose pink. **75c each**

Lady Sylvia

A comparatively new variety. Buds of about the same shape as Ophelia, differing in color however, which is a beautiful shade of deep rich yellow. A tremendous grower. Although a climbing rose it will produce quantities of long stem flowers suitable for cutting purposes. **75c each**

Madame Gregoire Staechelin

Has perfect long-pointed buds, which are crimson as the sepals first divide. With the opening of the flowers the firm outer petals show splashes of carmine, with an iridescent pearl-pink inside, the whole effect of striking beauty. The blossoms are richly perfumed. **75c each**

Mermaid

A lovely hybrid of Rosa Bracteata. Flowers equivalent in form to the common Cherokee, only of much larger size. In color, pure sulphur yellow, with highly contrasting, deep amber-colored stamens at the center of the flowers. As a Rose for trellises this lovely variety is sure to be in strong demand. **75c each**

Miss Marion Manifold

An Australian climber of good habit carrying large crimson-scarlet blooms of fairly-full petalage and refined form, lightly scented. **75c each**

Paul's Scarlet Climber

Vivid scarlet, shaded bright crimson. Flowers of medium size, semi-double. Produced in very large clusters of from five to twenty blooms on strong, much branched canes. **50c each**

Phyllis Bide

Blossoms are small, exquisite form in bud, and open with gracefully-reflexed petals. Dainty and sweet and produced in long, loose sprays. Pale gold at the base, flushed and shaded a lovely carmine-pink toward the edges. Vigorous habit, slender growth, handsome, mildew-proof foliage. **75c each**

President Herbert Hoover

Identical with the bush form in color. It is one of the best of all climbing roses of its particular shade. Free in blooming. **75c each**

Thelma

Color is a soft coral-pink, very pretty and unusual in a climber, and not affected by rain or sun. As the trusses of bloom age a slight crimson suffusion comes over the petals, enhancing the beauty of the masses. Flowers are semi-double, larger than those of most of its class, and decorative, without scent. **75c each**

*10% discount on any order of 10 roses (your selection). *Patented Rose.*

20% discount on any order of 50 roses or more (your selection).



Mrs. Georgia Chobe

Tree Roses

Our stock of Tree Roses have very well branched heads, clean and straight stems. Only those varieties which are suitable for this purpose have been included. 36" and 42" stems.

***Will Rogers** (Plant Patent No. 256)

This glorious variety (illustrated on cover) makes a fine, compact head which is always in bloom. \$3.50 each, any quantity.

New and Standard Varieties \$2.00 each.
Refer to bush forms for fuller descriptions.

AUTUMN. Burnt orange.

CONTRAST. Scarlet and old gold.

CRIMSON GLORY. Rich crimson.

CROWN OF JEWELS. Deep coral rose.

CONDESA DE SASTAGO. Yellow & scarlet.

DAINTY BESS. Salmon pink, single.

ETOILE DE HOLLANDE. Velvety red.

FLUFFY RUFFLES. (H & S 1936). Rose pink.

GOLDEN DAWN. Orange and yellow.

GYPSY LASS. Dark Red.

HADLEY. Crimson.

E. G. HILL. Scarlet.

HINRICH GAEDE. Copper and scarlet.

IMPROVED LAFAYETTE. Scarlet.

J. OTTO THILOW. Dark rose.

KAISERIN AUGUSTA VIKTORIA. White.

LADY FORTEVIOT. Orange.

LOS ANGELES. (H & S 1916) Flame pink.

LOUISE CATHERINE BRESLAU. Copper.

LUCIE MARIE. Yellow and red.

LULU. Apricot.

MARGARET MCGREDY. Orange scarlet.

MAURICE. Coppery orange and red.

MME. JULES BOUCHE. White.

MRS. E. P. THOM. (H & S 1924). Yellow.

MRS. LOVELL SWISHER. (H & S 1924) Salmon pink.

MRS. MABEL V. SOCHA. (H & S 1936). A fine lemon yellow rose, free blooming.

MRS. SAM MCGREDY. Salmon.

PINK RADIANCE. Pink.

POLLY. Lovely lemon and yellow.

PRESIDENT HOOVER. Cerise and scarlet.

RED RADIANCE. Rosy red.

SIR HENRY SEGRAVE. Lemon yellow.

SPRINGTIME. (H & S 1936). Rose pink.

TALISMAN. Orange rose.

VILLE DE PARIS. Clear yellow.

Polyantha Roses

This popular and interesting type is admirable for border and bedding purposes and pot work. Being free and continuous bloomers and producing their flowers in immense trusses they make a wonderful showing, enhanced by bright, attractive foliage.

PINK LAFAYETTE. A pure rose-pink gem is this intriguing sport of Lafayette, with which it is identical in every particular other than color; flowers medium-sized, semi-double, open, slightly fragrant and good keepers. Abundant rich-green, glossy, disease-resistant foliage. Vigorous, compact, bushy growth and very hardy. Continuous, profuse bloomer.

GLORIA MUNDI. The most brilliant orange-scarlet imaginable. Never fades. Showy, well-formed double flowers produced with the greatest freedom.

PAUL CRAMBEL. Brilliant orange-scarlet.

CHATILLON. One of the loveliest of the bright pink, ever-blooming Polyantha Roses, with semi-double blossoms borne in immense clusters. This variety is absolutely perpetual blooming, the plants being literally covered with flowers throughout the entire Rose season. As a variety for use in borders and outlining beds of Hybrid Teas it is unexcelled.

ROTRAUT. Brilliant red.

Price of above Polyantha Roses
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You can't expect your roses to be strong and healthy — you can't expect them to yield beautiful blooms unless you take care of them all during the growing season.

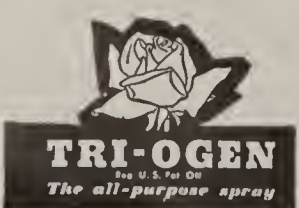
If you give your roses the scientific protection of TRI-OGEN neither Black Spot or Mildew will defoliate them — insects will not harm them.

TRI-OGEN is also a plant stimulant — it promotes vigorous growth — it assures healthy foliage and blooms.


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Small Kit	\$1.50
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The most highly recommended Product of its kind.



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A WORD TO OUR CUSTOMERS

(1) *Order early*—we often sell out on certain items at the beginning of the season, it being impossible to predetermine the demand. Thereby you will avoid disappointment.

(2) *Forwarding of orders*—all flower seeds are postpaid at our expense. On plants, roots, and bulbs the purchaser pays all transportation charges. Unless otherwise requested, we will ship the cheapest way.

(3) We deliver all orders free of transportation charges in the metropolitan area of Los Angeles.

(4) *Parcel Post shipments*—we advise forwarding all small orders and packages up to 20 pounds in weight by parcel post. It is manifestly impossible to stipulate the weight of a particular shipment until packed. We are therefore not publishing the cost of carriage on any shipment of bulbs, roots, or plants. Where we are obliged to prepay these charges we will bill the customer the actual amount involved and remittance can be made after receipt of goods.

(5) We pack all orders free and no charge is made for boxes, packing material, or labor wherein a shipment is to be sent by parcel post, express, or freight.

(6) Remittances may be made by check, postal money order, or express money order.

(7) No shipments will be sent C.O.D.

(8) Non-warranty — we give no warranty express or implied of the productivity, growth, or any other matters of similar nature of the plants, bulbs, and seeds we send out and will in no way be responsible for the crop.

(9) Name and address — designate clearly full address including city, county and state.

(10) Any errors made in filling an order will be rectified on receipt of complaint.

IMPORTANT NOTE OUR LANDSCAPE DEPARTMENT

If you are contemplating the planting of a Rose Garden, large or small, we are firmly of the opinion that it would be well worth while to consult us before undertaking the work of soil preparation, selection of varieties, etc.

Our experience with roses, their culture, propagation and other matters pertaining, has been gained through forty years of practical work. We will be glad to assist you in every manner possible.

Our Landscape Department is prepared at any time to furnish complete plans and estimates of cost at moderate rates.

If you live at a distance, write us. If you live in the metropolitan area, we will be glad to send a representative to see you.

10% discount on any order of 10 roses (your selection).

*Patented Rose.

20% discount on any order of 50 roses or more (your selection).



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This is your copy of WHAT AND WHEN TO PLANT, Howard & Smith's Rose Bulletin, Winter, 1939.

The Planting and Care of Roses—Some Simple but Important Requisites for Success

Rose culture is an easy matter, with scarcely a chance of failure if a few simple requirements are complied with. No subject responds more generously to good treatment. Obviously the first essential is to obtain good, strong, low-budded, field-grown plants of select varieties, since a wrong beginning in this respect can be corrected only by starting anew, with loss of time, labor, money and enjoyment.

Care of plants upon arrival: As soon as you receive the plants remove the various materials in which they are packed for shipment, excepting, however, the damp sphagnum moss about the roots. This should be left on until the plants are ready for placing in their final growing quarters. If you live in a locality where the ground does not freeze, as for example certain portions of the Southern States or the lower latitudes of the Pacific Slope, the moss should be removed at once and the plants placed in the bed where they are to grow.

In the more northerly sections, where the ground is frozen and planting is impracticable, remove, as above all the packing except the moss around the roots and place the plants in a cold frame. If a cold frame is not available, the dirt floor of a shed or cool cellar, will answer. In any instance cover the plants completely with a position where there is plenty of light, but not direct sunlight and never. As soon as Spring breaks and it is possible to work the soil, plant the roses. If the plants are to be buried, as suggested in the preceding paragraphs, wrap them in a piece of ordinary window screen, to guard against the attacks of insects.

Location of beds: Roses give the best results in fully exposed, sunny locations where free circulation of air is assured, and if possible, well removed from any building. It is advisable to plant them in even partial shade, as lack of sunlight induces leaf mildew in some weather.

Soil: Much has been said regarding the soil best adapted to Roses, but experience has shown that they do well in almost any good, rich land with a strong preference for soils of a heavy nature.

Preparation for planting: Given that a suitable plot has been selected, we now come to the main essentials to success.

The soil should be trenched or spaded to a depth of not less than 18 inches, breaking all lumps, removing all stones, etc. This operation complete, spread over it three or four inches of rotted manure. Spade in, and when thoroughly incorporated, rake the bed to final grade.

Measure the distance apart plants are to be set, allowing two and one-half or three feet between them. At each designated point dig a hole 12 inches wide by 2 feet deep; place in the bottom 8 inches of well-rotted manure, preferably cow manure, if obtainable. Tread this firmly. On top of this put 6 inches of well prepared soil containing no manure whatever. Tread again to firm the layer of soil on manure. The remaining portion of the unfilled hole will now be ready to receive the plant.

If the Roses are in a dormant or bare-root condition, place them in the holes and carefully spread out the roots in as nearly natural position as possible, gradually filling in with fresh soil containing no manure. When the hole is completely filled, tread the soil around the plant as firmly as possible. Make a basin immediately surrounding the plant and water thoroughly.

Depth of planting: The accompanying illustration shows a fair sample of one of our strong 2-year-old budded Rose bushes. B denotes the point of insertion of the bud in the original wild stock. A, the depth that the plant should be set in the soil. C indicates the splendid root action to be noted in the class of Roses which we send out. The point A is about 3 inches above point B. Point A is the proper height the soil should reach when the plant is finally set.

Watering: With the exception of an occasional syringing to clean the foliage of dust. Roses should have little or no water overhead. Irrigation either by means of shallow trenches running along the rows or by an individual basin around each plant are the best methods. This puts the water where it belongs . . . at the roots.

In sections where there is small rainfall the plants should be kept moist during their entire growing season. After each watering a liberal but shallow cultivation of the soil will prove highly beneficial and will tend to retain the moisture in the ground.

It is almost impossible to make any hard-and fast rule in regard to the frequency of watering, as at times the heat and consequent evaporation is greater than at others. The principal thing to take note of is to see that the soil is continually moist during the flowering or growing period. A mulch of well-rotted manure, 2 or 3 inches deep over the entire surface of the bed, will help check evaporation, saving water.

Pruning: The principal pruning should be done either just after the plants have finished Summer growth—say in the months of November or December, or in very cold sections just before the sap begins to rise in the Spring.

It is difficult to give the exact method of pruning, but it might be summed up as follows: Remove all small twiggy growth, pruning back to strong, well-ripened canes which are well furnished with healthy, big dormant eyes. As a general thing, the entire top of the plant should be removed. The engraving shows a properly pruned Hybrid-Tea, a 2-year-old plant. As the plant ages it naturally will support more canes and should be pruned accordingly. Very drastic pruning is advised for exhibition blooms only.

Insects and Diseases: Roses are affected with various fungus diseases, pests, etc. But we will only treat of those which are most generally prevalent and give the most trouble. These are principally aphids or greenfly, mildew and black spot. For their control we have found nothing to equal the new preparation "Tri-Ogen." This preparation has a distinct advantage of exercising a complete control over nearly all of the diseases that manifest themselves in roses, particularly those referred to above. Spraying your roses with Tri-Ogen every two weeks will eliminate 99% of your rose growing troubles for it acts not only as a complete fungicide but also as an insecticide and is harmless to the plants themselves when used according to directions.

Winter Care: In sections where freezing conditions are severe, Roses of all classes can be safely wintered in the open ground by hilling up around the plants with soil as far as possible and placing on top of this a heavy mulching of dry leaves, straw or other similar litter. Remove same as soon as danger of frost is over. With these details taken care of even the tenderest Tea Rose can be wintered in the harshest Eastern climate. The hilling up of the plants or the covering with litter is quite unnecessary where heavy freezing conditions do not prevail.

